2008-03770/

Canadian Heritage Patrimoine canadien

Canada

News Release ~ Communiqué

Design British Columbia project announced

VANCOUVER, February 16, 1995 - A research project to develop the ideas and work of professionals for the manufacturing industry by Design British Columbia, under the Canada-B.C. Agreement on Communications and Cultural Industries, was jointly announced today by federal Heritage Minister Michel Dupuy and Bill Barlee, B.C. Minister of small business, tourism and culture.

Design B.C., a non-profit organization that represents a range of designers, will use funding provided by the two governments for research into how manufacturers could use the ideas and work of professionals to increase their productivity and competitiveness.

"This project, totalling $52,000, will suggest ways designers and manufacturers can work together much more closely," said Mr. Dupuy. "Just as there is a need among manufacturers for greater appreciation of the contribution of designers, designers must have more understanding of the needs of manufacturers."

"The design sector is an increasingly key element in the competitiveness of many B.C. firms. Examples are in the plastics, electronics, metal fabrication and value-added wood products fields where good design has the potential of giving us an edge," saidMr. Barlee.

In addition to Design B.C., the research project will be overseen by the B.C. Industrial Designers Association and the B.C. Manufacturers Association. It will build on recent initiatives by federal and provincial agencies and the private sector to promote design.

The Canada-B.C. Agreement on Communications and Cultural Industries is a two-year, $9 million federal-provincial agreement to assist those sectors in developing and applying innovative technology, creating new markets for their products and services and in strengthening their industrial infrastructure.

It is administered by Industry Canada and Canadian Heritage on the federal side and the B.C. Ministries of Employment and Investment and Small Business, Tourism and Culture on the provincial side.

Funding for this project was provided for in the February 1994 federal budget and is, therefore, built into the existing fiscal framework. This initiative is an example of how this government is prioritizing its spending so that it can better serve Canadians by making efficient use of their tax dollars.

Information:

Sylvie Peltier
Canadian Heritage
Communications
(604) 666-1058